

Press Release

報道関係各位

24 June, 2025

HOTEL GROOVE SHINJUKU, A PARKROYAL Hotel

JAM17 BAR's Summer Menu to Offer a Variety of Ways to Enjoy Tequila, the Spirit of Summer

With original tequila cocktails, Tequila Ferris Wheel, and even a late-night HAPPY NIGHT HOUR

1 July – 31 August, 2025

From 1 July to 31 August 2025, HOTEL GROOVE SHINJUKU, A PARKROYAL Hotel (Shinjuku-ku, Tokyo; General Manager: Katsushi Nishikawa), will be offering a summer-only menu featuring a variety of ways to enjoy tequila, the spirit of summer, at JAM17 BAR on the 17th floor of Tokyo Kabukicho Tower.



See details here: <https://www.hotelgroove.jp/en/jam17/topics/tequila/>

Tequila is a spirit made in and around the Mexican state of Jalisco from the blue agave. It boasts a faintly sweet and fruity fragrance and leaves a spicy afterglow. Its popularity has grown in recent years due to an increasing variety of cocktails and other drinks that primarily use premium tequilas. Also coinciding with Tequila Day on 24 July, JAM17 BAR's Summer Menu will allow you to enjoy tequila, which can also be called the spirit of summer, to the utmost in an array of styles. JAM17 BAR will also hold a summertime-exclusive late-night HAPPY NIGHT HOUR for those immersing themselves in the nightlife of Kabukicho, the city that never sleeps.

Along with inside counter seats where you can also chat with our bartenders, JAM17 BAR has outside terrace seating available for taking in the relaxing night air of summer. Whether it is to meet up before a dinner out or throw an after party, JAM17 BAR is the perfect place to chill after dark this season.

■ Three Shots of Tequila from the Jose Cuervo Lineup

Tequila is a multifaceted spirit that differs in flavor depending on aging and other factors. During the availability of the Summer Menu, you will be able to fully experience these different characteristics with shots of three different tequilas from top brand Jose Cuervo.

With two out of twelve glasses “losers,” the Tequila Ferris Wheel, which is also available on the Summer Menu, can be used to liven up your group gatherings in a game-like way.

Availability: 1 July – August 31, 2025, 5:00 p.m. – 1:00 a.m. daily

Prices: Shots

Jose Cuervo Especial Gold Reposado	2,000 yen
Jose Cuervo 1800 Añejo	2,500 yen
Jose Cuervo 1800 Cristalino	3,000 yen
<u>Tequila Ferris Wheel</u>	
HAPPY HOUR (5:00 p.m. – 7:00 p.m.)	8,000 yen
7:00 p.m. – 1:00 a.m.	from 15,000 yen
*All prices include service charge and consumption tax	



■ Tequila Cocktails

Appearing on our ever-changing seasonal cocktail menu are two drinks just right for summer using Jose Cuervo Especial Gold Reposado. Our cocktail with a tropical flavor, Wheel of Evolution was inspired by the image of summer fruits such as watermelon and orange blending together. Despite the “devil” in its name, JAM Diablo is a refreshing drink based on the concept of a jam session between Mexican tequila and two typical Japanese seasonings, myoga and shiso.

Availability: 1 July – August 31, 2025

Price: 2,000 yen each (includes service charge and consumption tax)

Wheel of Evolution

A margarita with a tropical flavor that includes tequila, orange liqueur, watermelon, Asian pear and calvados.

JAM Diablo

Our arrangement of the red El Diablo (Spanish for “devil”) cocktail that includes Japanese seasonings such as myoga and shiso.



■ HAPPY NIGHT HOUR

While you can come and enjoy JAM17 BAR's selection of original cocktails, mocktails and other drinks for less during HAPPY HOUR from 5:00 p.m. to 7:00 p.m., we've added HAPPY NIGHT HOUR to make it easy for you stop by even in the middle of the night. Wind down in the relaxed late-night atmosphere of JAM17 BAR as you finish your day with a favorite drink or enjoy a nightcap.

Availability: 1 July – August 31, 2025, 11:00 p.m. – 1:00 a.m. daily

Price: 1,500 yen each (includes service charge and consumption tax)

Jose Cuervo Especial Gold Reposado (tequila),

Cîroc (vodka), Tokyo Gin,

Nikka Session (whiskey), Jägermeister

*Offered as shots only



Store Information

JAM 17 BAR

A bar where you can relax with art that evokes the history of Shinjuku and Kabukicho, and the afterglow of entertainment. The ambiance created by music, light, and the rooftop provides a captivating backdrop for the enjoyment of cocktails.

Hours: 5:00 p.m. – 2:00 a.m. (Last order 1:00 a.m.)

Seating: 11 seats + standing room

Website: <https://www.hotelgroove.jp/jam17/bar.html>



For reservations or inquiries, call 81 3 6233 8217

*Photos are for illustrative purposes only.

*Menu subject to change depending on ingredient availability.

*Prices shown include a 13% service charge and 10% consumption tax.

*No table charge.

*Business hours and other details are subject to change.

*By law, we do not serve alcohol to drivers, or guests under 20 years of age.

*Information contained in this press release is current at the time of its release. Details may differ from the most up-to-date information.



For press-related inquiries concerning this release, please contact

HOTEL GROOVE SHINJUKU, A PARKROYAL Hotel

Contact: Chika Ayabe (Public Relations, Marketing Department)

E-mail: pr.ppbtk@panpacific.com / Tel: 81 8 6233 7693